

WHAT IS CLAIMED IS:

1. An automated category management tool comprising;
 - a database having a plurality of distinct data sets at least one of said data sets containing pricing information on consumer products;
 - 5 a first input module capable of receiving data from at least one of said data sets from a user of said tool, said input module providing end user data to said database to create a comparative analysis for said end user;
 - a first output module for displaying said analysis of said end user data in comparative association with at least one of said data sets; and
- 10 wherein said comparative analysis creates a category management plan to increase product sales.
2. An automated category management tool as recited in claim 1
15 wherein said at least one of said data sets relates to cereal.
3. A system for managing consumer product categories, comprising;
 - a consumer product database provided at a first location and containing variable retail data for at least one consumer category;
 - at least one remote terminal for accessing said consumer product
20 database;
 - a central database having a pre-defined data set relating to said at least one consumer product category;
 - a communication arrangement connecting said at least one remote terminal to said consumer product database; and
- 25 wherein said consumer product database provides category specific information to said remote terminal to create a marketing analysis for a retailer of products in said at least one category.

4. A system for managing consumer product categories as recited in claim 3, wherein said at least one consumer product category is cereal.

5 5. A category management method comprising:
 obtaining data from plural data sources including a consumer purchase tracking data set and a demographics data set;
 analyzing said data sources to provide an integrated category management report; and
10 dynamically including or excluding further detailed information from said report depending on whether additional analysis results are available.

 6. A category management method comprising:
 obtaining data from plural data sources including a consumer purchase tracking data set and a demographics data set;
15 using automated analysis to analyze said data sources; and
 providing an integrated category management report based at least in part on said analysis.

20 7. A category management method comprising:
 obtaining data from plural data sources including at least a consumer purchase tracking data set, a demographics data set and at least one planogram;
 analyzing said data sources;
 providing an integrated category management report based at least in
25 part on said analysis; and
 delivering said report at least in part over a network.

8. The method of claim 7 wherein said report includes interactive fields that can call up additional information.

5 9. The method of claim 7 further including using automated analysis to analyze said data sources.

10 10. The method of claim 7 further including dynamically including or excluding further detailed information from said report depending on whether additional analysis results are available.

11. The method of claim 7 further including providing a score card that tracks said category management over time.

15 12. The method of claim 7 wherein said network is the Internet.

13. The method of claim 7 wherein said network is a local area network.

20 14. A method of tracking category management over time comprising: using plural data sources to develop category management summary information;

displaying said summary information in a score card format;
at a later time, using updated data sources to develop updated category management summary information; and

25 displaying said updated information in said score card to show whether there has been improvement.